

SAN JOSÉ BEST OJJDP PARENT TRAINING EVALUATION REPORT

SEPTEMBER 2007-MAY 2008



*Parks, Recreation and
Neighborhood Services*

CALIFORNIA COMMUNITY PARTNERS FOR YOUTH
CATHOLIC CHARITIES
CALIFORNIA YOUTH OUTREACH
EASTFIELD MING QUONG
FRESH LIFELINES FOR YOUTH
GEORGE MAYNE
MEXICAN AMERICAN COMMUNITY SERVICES AGENCY
VOLUNTEER CENTER OF SILICON VALLEY

Prepared by Community Crime Prevention Associates, July 2008

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INTRODUCTION

During FY 2007-08, San José BEST funded eight (8) grantees to provide parent trainings focused on various topics, including: gang awareness and juvenile justice, addiction prevention, community involvement, disaster preparedness and family violence prevention. These funds were made available through the Office of Juvenile Justice Delinquency Prevention (OJJDP). Below is the list of San José BEST grantees that were funded to deliver parent trainings.

- California Community Partners for Youth (CCPY)
- California Youth Outreach (CYO)
- Catholic Charities
- Eastfield Ming Quong (EMQ)
- Fresh Lifelines for Youth (FLY)
- George Mayne
- Mexican American Community Services Agency (MACSA)
- Volunteer Center of Silicon Valley (VCSV)

The data provided in this summary report reflects September 2007 through May 2008 and includes information for the following trainings:

Gang Awareness & Juvenile Justice Parent Training

Gang Awareness & Juvenile Justice Trainings are designed to help parents identify the types of gangs and signs of gang involvement. These trainings provide information on the factors that contribute to gang involvement and the type of activities and behaviors that are associated. Parents also learn how to prevent the impact of gangs in their community and the resources available.

Community Involvement Parent Training

Community Involvement Trainings are designed to provide parents with information about community involvement through volunteerism and the associated benefits. These trainings foster knowledge about volunteer opportunities, skill development and positive socialization for youth.

Disaster Preparedness Parent Training

Disaster Preparedness Trainings are designed to provide parents with an overview of emergency preparedness, the importance of a home emergency kit and knowledge of community resources to help prepare for disasters.

Addiction Prevention Parent Training

Addiction Prevention Trainings are designed to increase parents' knowledge about drugs, alcohol and other high risk behaviors in the community and the resources available for kids in the community that are in need.

HIGHLIGHTS OF PARENT TRAININGS

Effort of San Jose BEST Grantees September 2007- May 2008

- BEST funded eight grantees totaling \$84,000 to deliver parent training services during FY 2007-08.
- Grantees delivered 6,828 hours of direct service between September 2007 and May 2008.

Effect of San Jose BEST Grantees September 2007- May 2008

- Parent customers gave the San José BEST Parent Trainings high customer satisfaction ratings: gang awareness & juvenile justice (93.1%); community involvement (78.9%); disaster preparedness (94.3%) and addiction prevention (87.8%).
- San José BEST Parent Trainings were effective in producing positive changes in their parent customers as reflected in the service productivity ratings exceeding the target goal of 60%.
- Parents completed a total of 679 surveys about the effect of the parent training services in producing new skills and behaviors from September 2007 – May 2008. Remaining surveys will be completed and submitted at the end of 4th quarter.

Evaluation Design

The San José BEST OJJDP Parent Training Evaluation Report is organized according to the Performance Logic Model. This report describes the effort and effect for each of the parent trainings during the period of September 2007-May 2008.

The Performance Logic Model evaluation design allows for policy makers and community members to review the program performance across common data variables, while still preserving the uniqueness of each program.

Graphic 1 provides a summary of both the effort and effect of the San José BEST OJJDP Parent Trainings. Effort includes funding, strategies and amount of service. Effect includes parent satisfaction rates and effectiveness of service in producing desired changes.

Graphic 1

San José BEST Performance – Logic Model Evaluation System Across All Parent Training Programs, September 2007-May 2008													
Performance-Logic Model Term		Evaluation Questions	Answer to Evaluation Questions										
E F F O R T	Inputs	How much SJ BEST funds were received?	SJ BEST Grantees combined received \$84,000 in parent training funds.										
	Strategies	What service strategies were used?	One-hundred percent of all units of service delivered from September 2007 – May 2008 were through parent training workshops. <table><tr><th>Activity</th><th>Sept 2007-May 2008</th></tr><tr><td>Parent Trainings</td><td>100%</td></tr></table>	Activity	Sept 2007-May 2008	Parent Trainings	100%						
	Activity	Sept 2007-May 2008											
Parent Trainings	100%												
Output: Units of Service	How much service was provided?	SJ BEST grantees delivered 6,828 units of service. One unit of service equals one hour of direct service per customer.											
E F F E C T	Performance Measure: Customer Satisfaction	Were customers satisfied with services?	The customer satisfaction rating is a summary score, scaled from 0 to 100. The customer satisfaction ratings are listed by parent training. <table><tr><th>Parent Training</th><th>Customer Satisfaction</th></tr><tr><td>Gang Awareness & Juvenile Justice</td><td>93.1%</td></tr><tr><td>Community Involvement</td><td>78.9%</td></tr><tr><td>Disaster Preparedness</td><td>94.3%</td></tr><tr><td>Addiction Prevention</td><td>87.8%</td></tr></table>	Parent Training	Customer Satisfaction	Gang Awareness & Juvenile Justice	93.1%	Community Involvement	78.9%	Disaster Preparedness	94.3%	Addiction Prevention	87.8%
	Parent Training	Customer Satisfaction											
	Gang Awareness & Juvenile Justice	93.1%											
	Community Involvement	78.9%											
	Disaster Preparedness	94.3%											
	Addiction Prevention	87.8%											
Performance Measure: Productivity Outcomes	Were services effective in producing the desired change?	Productivity scores (range from -100% to +100%) reflect the percent of targeted changes achieved minus the percent of targeted changes missed. Scores are listed by parent training. <table><tr><th>Parent Training</th><th>Service Productivity</th></tr><tr><td>Gang Awareness & Juvenile Justice</td><td>92.3%</td></tr><tr><td>Community Involvement</td><td>79.6%</td></tr><tr><td>Disaster Preparedness</td><td>99.2%</td></tr><tr><td>Addiction Prevention</td><td>82.5%</td></tr></table>	Parent Training	Service Productivity	Gang Awareness & Juvenile Justice	92.3%	Community Involvement	79.6%	Disaster Preparedness	99.2%	Addiction Prevention	82.5%	
Parent Training	Service Productivity												
Gang Awareness & Juvenile Justice	92.3%												
Community Involvement	79.6%												
Disaster Preparedness	99.2%												
Addiction Prevention	82.5%												

Effort

INPUTS

The City of San José allocated \$84,000 for eight BEST grantees to deliver parent training services during FY 2007-08. The following table indicates how much each San José BEST grantee received in total funds for parent trainings.

Table 1

BEST Grantee	Funds Granted
California Community Partners for Youth	\$ 8,600
California Youth Outreach	\$ 25,500
Catholic Charities	\$ 10,000
Eastfield Ming Quong	\$ 4,000
Fresh Lifelines for Youth	\$ 12,000
George Mayne	\$ 11,400
Mexican American Community Services Agency	\$ 10,000
Volunteer Center of Silicon Valley	\$ 2,500
Total Funds Granted	\$ 84,000

Effort

STRATEGIES

The San José BEST funded grantees implemented parent trainings programs that were tailored to the unique parent populations they were servicing throughout the City of San José. Therefore, each training curricula was designed specifically to each grantees respective parent customer target population. Each grantee utilized a wide variety of activities, as expected since the eight grantees are each unique in scope, target population, and expected outcomes.

Activities by Units of Service

The following table shows the amount of units of service – defined hours of direct service – delivered by the contracted grantees from September 2007 – May 2008. The eight grantees collectively have exceeded the planned hours of service having delivered 197% for the year.

Table 2

Units of Service by BEST Grantee Parent Trainings			
BEST Grantee	Total Planned Hours of Service	Total Actual Units of Service	Percent of Service for the Year
California Community Partners for Youth	150	168	112%
California Youth Outreach	360	240	67%
Catholic Charities	1200	4,412	368%
Eastfield Ming Quong	120	392	327%
Fresh Lifelines for Youth	160	160	100%
George Mayne	720	741	103%
Mexican American Community Services Agency	540	470	87%
Volunteer Center of Silicon Valley	210	245	117%
Total Units of Service	3,460	6,828	197%

Effect

CUSTOMER SATISFACTION

Customer satisfaction is determined by asking parent customers to respond to four standard customer satisfaction questions listed below:

- I think that the workshop and activities I participated in were: (rated Poor to Great)
- I felt that I benefited from this workshop: (rated Not at all, Some, or A lot)
- I thought that the people who ran the workshop were: (rated Very Helpful, Somewhat Helpful, or Not Helpful)
- Would you recommend this training to another parent if he/she were concerned about gangs? Interested in community involvement? Concerned about disasters happening? (rated Yes, No, or Maybe)

Summary Score

Evaluators developed a summary score, scaled from zero to 100. The summary score collapses the scores for each of the four questions noted above. A summary score of zero indicates that the respondent gave the lowest satisfaction mark, while 100 indicates that the respondent gave the highest satisfaction mark. The San José BEST goal for customer satisfaction was raised to 80% during FY 2007-08.

Each San José BEST grantee funded to deliver gang awareness & juvenile justice parent trainings met and exceeded the target goal of 80% with Catholic Charities having the highest customer satisfaction rating of 97.3% followed by MACSA at 97.2%. The overall customer satisfaction rating was 93.1%.

Volunteer Center of Silicon Valley was the only San José BEST grantee funded to deliver community involvement and disaster preparedness parent trainings. The community involvement parent training fell short of the customer satisfaction target goal of 80% while the disaster preparedness training exceeded the goal with a rating of 94.3%.

Finally, Eastfield Ming Quong delivered addiction prevention parent trainings and exceeded the target goal for customer satisfaction with a rating of 87.8%.

The customer satisfaction ratings by parent training and provider are listed in the tables below.

Table 3

Gang Awareness & Juvenile Justice Parent Training Customer Satisfaction Sept 2007 - May 2008	
BEST Grantee	Customer Satisfaction
California Community Partners for Youth	94.8%
California Youth Outreach	80.5%
Catholic Charities	97.3%
Eastfield Ming Quong	95.2%
Fresh Lifelines for Youth	93.1%
George Mayne	93.4%
Mexican American Community Services Agency	97.2%
Grantee-Wide	93.1%

Table 4

Community Involvement Parent Training Customer Satisfaction Sept 2007 - May 2008	
BEST Grantee	Customer Satisfaction
Volunteer Center of Silicon Valley	78.9%
Grantee-Wide	78.9%

Table 5

Disaster Preparedness Parent Training Customer Satisfaction Sept 2007 - May 2008	
BEST Grantee	Customer Satisfaction
Volunteer Center of Silicon Valley	94.3%
Grantee-Wide	94.3%

Table 6

Addiction Prevention Parent Training Customer Satisfaction Sept 2007 - May 2008	
BEST Grantee	Customer Satisfaction
Eastfield Ming Quong	87.8%
Grantee-Wide	87.8%

Effect

SERVICE PRODUCTIVITY

Service productivity is a measure of how effective services were in producing the desired change (a change for the better) in customers. In the case of the San José BEST parent trainings, service productivity measures training-specific services. This evaluation technique gives program staff the opportunity to understand the specific ways in which their parent customers are better off due to their unique services. These changes may include improved skills, gain in knowledge, acquired assets, improved attitudes, and improved behaviors.

Customer Opinion and Service Productivity

As with customer satisfaction, service productivity is based on the opinions of the participants. Essentially, productivity measures the customer's opinions of the impact of San José BEST services on his/her life. Productivity measures are similar to customer satisfaction measures in that regard and have been used extensively by the private sector to measure service benefits to customers. This method is based on the premise that the person best able to determine whether or not a change has actually occurred is the person who experienced the change him/herself; in this case, this person is the San José BEST parent customer. Service productivity results are the key to the success of any service, whether in the public or private sector. Service productivity measures whether the service is producing value to the customer. Results are defined as benefits experienced or received by the customer.

Measuring Service Productivity

The assessment of service productivity involves designing questions that relate to service goals for individual customers and phrasing them so that the responder considers whether change occurred due to the services. The amount of productivity for services is calculated by averaging the responses. The choices offered must allow the responder to indicate that services made them worse off or caused no change, as well as indicating that there was improvement. Consequently, service productivity ranges from 100% to minus 100%, with zero meaning no change overall. A score of 100% means the responder improved on all items or targeted changes; a score of minus 100% means the responder got worse on all items.

Service Productivity Rating

Direct service productivity relies on program-specific questions that are tailored to various programs. Survey instruments were constructed to measure the productivity of the unique

services provided by grantees. Translations were completed for those agencies who requested them. Program-specific questions were unique to each grantee's parent training. Below are a few examples of program-specific questions for the various parent training surveys:

- Because of this training, my understanding of the nature of the gang lifestyle is:
- Because of this training, I understand why youth join gangs is:
- Because of this training, my understanding of how to seek help and resources for students displaying gang behavior is:
- Because of this training, my knowledge of community resources to help prepare for disasters is:
- Because of this training, my knowledge of volunteer opportunities for my family is:
- Because of this training, my knowledge about drugs, alcohol and other high risk behaviors in the community is:

The San José BEST grantees funded to deliver gang awareness & juvenile justice parent trainings met and exceeded the target goal of 60% for service productivity with MACSA having the highest rating of 97.8% followed by Catholic Charities at 96.8%. The service productivity rating for gang awareness & juvenile justice trainings was 92.3%.

Volunteer Center of Silicon Valley was the only San José BEST grantee funded to deliver community involvement and disaster preparedness parent trainings. The community involvement and disaster preparedness parent trainings both exceeded the target goal of 60% for service productivity with a rating of 79.6% and 99.2%, respectively.

Finally, Eastfield Ming Quong delivered addiction prevention parent trainings and exceeded the target goal with a service productivity score of 82.5%.

The parent training service productivity scores are listed in the tables below. The San José BEST service productivity goal is 60%.

Table 7

Gang Awareness & Juvenile Justice Parent Training Service Productivity Sept 2007 - May 2008	
BEST Grantee	Service Productivity
California Community Partners for Youth	95.8%
California Youth Outreach	84.9%
Catholic Charities	96.8%
Eastfield Ming Quong	90.5%
Fresh Lifelines for Youth	92.1%
George Mayne	88.0%
Mexican American Community Services Agency	97.8%
Grantee-Wide	92.3%

Table 8

Community Involvement Parent Training Service Productivity Sept 2007 - May 2008	
BEST Grantee	Service Productivity
Volunteer Center of Silicon Valley	79.6%
Grantee-Wide	79.6%

Table 9

Disaster Preparedness Parent Training Service Productivity Sept 2007 - May 2008	
BEST Grantee	Service Productivity
Volunteer Center of Silicon Valley	99.2%
Grantee-Wide	99.2%

Table 10

Addiction Prevention Parent Training Service Productivity Sept 2007 - May 2008	
BEST Grantee	Service Productivity
Eastfield Ming Quong	82.5%
Grantee-Wide	82.5%

Parent Training Summary Pages

GANG AWARENESS & JUVENILE JUSTICE

Primary Providers

- California Community Partners for Youth
- California Youth Outreach
- Catholic Charities
- Eastfield Ming Quong
- Fresh Lifelines for Youth
- George Mayne
- Mexican American Community Services Agency

Initial Outcomes and Results

Parent customers were asked questions related to targeted training skills, knowledge, attitudes and behaviors (determined by grantee). For each of these variables, a quantitative score was given. The score is the percent of targeted changes achieved minus the percent of targeted changes missed. The score could range from -100% (worse) to 0% (same) to +100% (for better). Indicated below is the percentage of parents surveyed that indicated they changed for the better because of the training provided by the grantee. Each targeted training question began with: “Because of this training...”

California Community Partners for Youth (CCPY)

Targeted Training Skills, Knowledge, Attitudes and Behaviors

93% - Because of this training, my ability to communicate with my partner and teen is:

96% - Because of this training, my knowledge of community resources to help with gangs is:

100% - Because of this training, my understanding of how to improve my relationships with others is:

96% - Because of this training, my awareness of the nature of gang lifestyle is:

96% - Because of this training, my understanding of how to seek help and resources for students displaying gang behavior is:

California Youth Outreach (CYO)

Targeted Training Skills, Knowledge, Attitudes and Behaviors

84% - Because of this training, my understanding of the nature of the gang lifestyle is:

80% - Because of this training, I can detect gang presence through gang paraphernalia and behaviors is:

82% - Because of this training, I understand why youth join gangs is:

94% - Because of this training, my familiarity with current services and resources available to address problems with gangs in our city and county is:

Catholic Charities

Targeted Training Skills, Knowledge, Attitudes and Behaviors

97% - Because of this training, my understanding of the nature of the gang lifestyle is:

97% - Because of this training, my ability to detect gang presence by learning to identify paraphernalia and behaviors associated with gangs is:

97% - Because of this training, my understanding of why youth join gangs is:

97% - Because of this training, my understanding of current services and resources available to work with gangs in our city and county is:

Eastfield Ming Quong (EMQ)

Targeted Training Skills, Knowledge, Attitudes and Behaviors

92% - Because of this training, my understanding of the nature of the gang lifestyle is:

92% - Because of this training, I can detect gang presence through gang paraphernalia and behaviors:

91% - Because of this training, my familiarity with current services and resources available to address problems with gangs in our city and county is:

Fresh Lifelines for Youth (FLY)

Targeted Training Skills, Knowledge, Attitudes and Behaviors

95% - Because of this training, my ability to detect gang presence by learning to identify paraphernalia and behaviors associated with gangs is:

76% - Because of this training, my understanding of why youth join gangs is:

95% - Because of this training, my understanding of the different levels of involvement in gangs is:

100% - Because of this training, my understanding of the juvenile justice system is:

100% - Because of this training, my understanding of who to contact for help in navigating the Juvenile Justice System is:

100% - Because of this training, my knowledge of basic laws that could affect my child is:

George Mayne

Targeted Training Skills, Knowledge, Attitudes and Behaviors

92% - Because of this training, my understanding of the nature of the gang lifestyle in Alviso is:

98% - Because of this training, I can detect gang presence through gang paraphernalia and behaviors:

86% - Because of this training, I understand why youth join gangs:

76% - Because of this training, my understanding of how to seek help and resources for students displaying gang behaviors is:

Mexican American Community Services Agency (MACSA)

Targeted Training Skills, Knowledge, Attitudes and Behaviors

98% - Because of this training, my understanding of the nature of the gang lifestyle is:

98% - Because of this training, my ability to detect gang presence by learning behaviors associated with gangs is:

98% - Because of this training, my understanding of why youth join gangs is:

98% - Because of this training, my understanding of current services and resources available to work with gangs in our city and county is:

Initial Survey Sampling

Gang Awareness & Juvenile Justice Parent Training Surveys Collected Sept 2007- May 2008	
Parent Training Grantee	Sample Size
California Community Partners for Youth	26
California Youth Outreach	107
Catholic Charities	216
Eastfield Ming Quong	74
Fresh Lifelines for Youth	21
George Mayne	89
Mexican American Community Services Agency	45
Total Surveys Collected	578

Parent Training Summary Pages

COMMUNITY INVOLVEMENT

Primary Providers

- Volunteer Center of Silicon Valley

Initial Outcomes and Results

Parent customers were asked questions related to targeted training skills, knowledge, attitudes and behaviors (determined by grantee). For each of these variables, a quantitative score was given. The score is the percent of targeted changes achieved minus the percent of targeted changes missed. The score could range from -100% (worse) to 0% (same) to +100% (for better). Indicated below is the percentage of parents surveyed that indicated they changed for the better because of the training provided by the grantee. Each targeted training question began with: “Because of this training...”

Volunteer Center of Silicon Valley (VCSV)

Targeted Training Skills, Knowledge, Attitudes and Behaviors

78% - Because of this training, my understanding of volunteerism is:

83% - Because of this training, my ability to connect with community service opportunities is:

78% - Because of this training, my knowledge of volunteer opportunities for my family is:

Initial Survey Sampling

Community Involvement Parent Training Surveys Collected Sept 2007- May 2008	
Parent Training Grantee	Sample Size
Volunteer Center of Silicon Valley	18
Total Surveys Collected	18

Parent Training Summary Pages

DISASTER PREPAREDNESS

Primary Providers

- Volunteer Center of Silicon Valley

Initial Outcomes and Results

Parent customers were asked questions related to targeted training skills, knowledge, attitudes and behaviors (determined by grantee). For each of these variables, a quantitative score was given. The score is the percent of targeted changes achieved minus the percent of targeted changes missed. The score could range from -100% (worse) to 0% (same) to +100% (for better). Indicated below is the percentage of parents surveyed that indicated they changed for the better because of the training provided by the grantee. Each targeted training question began with: “Because of this training...”

Volunteer Center of Silicon Valley (VCSV)

Targeted Training Skills, Knowledge, Attitudes and Behaviors

100% - Because of this training, my understanding of emergency preparedness is:

100% - Because of this training, my ability to develop a home emergency kit is:

98% - Because of this training, my knowledge of community resources to help prepare for disasters is:

Initial Survey Sampling

Disaster Preparedness Parent Training Surveys Collected Sept 2007- May 2008	
Parent Training Grantee	Sample Size
Volunteer Center of Silicon Valley	43
Total Surveys Collected	43

Parent Training Summary Pages

ADDICTION PREVENTION

Primary Providers

- Eastfield Ming Quong

Initial Outcomes and Results

Parent customers were asked questions related to targeted training skills, knowledge, attitudes and behaviors (determined by grantee). For each of these variables, a quantitative score was given. The score is the percent of targeted changes achieved minus the percent of targeted changes missed. The score could range from -100% (worse) to 0% (same) to +100% (for better). Indicated below is the percentage of parents surveyed that indicated they changed for the better because of the training provided by the grantee. Each targeted training question began with: “Because of this training...”

Eastfield Ming Quong (EMQ)

Targeted Training Skills, Knowledge, Attitudes and Behaviors

88% - Because of this training, my knowledge about drugs, alcohol and other high risk behaviors in the community is:

85% - Because of this training, my ability to refer and access services for kids in the community is:

Initial Survey Sampling

Addiction Prevention Parent Training Surveys Collected Sept 2007- May 2008	
Parent Training Grantee	Sample Size
Eastfield Ming Quong	40
Total Surveys Collected	40
